Learning Aim A (3.1) - Social Media Platforms

Activity 5 – How Businesses Develop their Social Media Audience

Businesses use social media to promote their products and services because it helps them reach a wide audience. They will want to grow the number of people who engage with their social media – in terms of number of followers, number of people who like, share and comment on their posts – because this results in a wider audience seeing their posts. Investigate the methods that businesses use to grow their audience, for instance:

- Posting engaging content that attracts their target audience
- Implementing strategies to help customers find them (search engine optimisation and using keywords)
- Encouraging people to like/share posts, comment on posts and follow the site
- Developing the relationship between social media sites and the company website
- Analysing usage data

Refer to the relevant headings in the text book extract (pages 182 to 194), but do not copy this content. Use it to generate ideas for research. Give real examples in your work.

Business that you are investigating:

Investigate:	Describe (including screen shots):
For the business you are investigating, give examples of engaging content that they have posted that attracts their target audience.	
For the business that you are investigating, give examples of keywords that they have used in several of their posts.	
Show evidence of how many followers the business has? Why is this important?	
Why do businesses use keywords in their posts? What are the benefits?	

What is Search Engine Optimisation (SEO) and why is it important to businesses?	
Give an example of a post that has a large number of likes, shares and comments, and compare it with a post that has a small number. What is it about the post that has lots of likes, shares, comments that may have resulted in that?	
Why is it a good thing to have lots of likes, shares and comments on a post?	
Why might it be a bad thing to have lots of likes, shares and comments on a post?	
Research and explain how businesses analyse number and profile of visitors/followers and effectiveness of posts. E.g. • Twitter Analytics • Google Analytics • Facebook Insights	
Why is it important to conduct analysis like this?	

Extension Questions

Investigate:	Describe (including screen shots):
Discuss how and why businesses might develop contacts by following and liking relevant businesses and individuals, and sharing content posted by others.	
Discuss how and why businesses might develop inks to other commercial information, e.g. company website, e-commerce websites.	
Discuss how and why businesses might develop the relationship between social media websites and their company website, e.g. using social media buttons on the company website, company weblinks	

within the social media posts that encourage visits to make purchases, social media newsfeeds on the company website	
Summarise the methods you think a business uses to grow its audience.	